



MCE 2015 Energy Efficiency Application

March 17, 2014



- **2013 – 2014 Energy Efficiency Program**
- **Preliminary 2013 Results**
- **2015 Funding Request**
- **Cost Effectiveness Considerations**



Multi-Family

- Provides one stop shop for multi-family property owners
 - No-cost technical assistance including energy assessments, scope of work development, and post – installation verification
 - Single point of contact to integrate multiple program offerings and minimize impact on tenants
- Rebates tiered to correspond to payback; bonuses for in-tenant measures and multiple measures
- Direct Install program utilizes local work force



Multi-Family

2013 – 2014 Budget	\$860,971	2013 Expenditures	\$208,563
2013 – 2014 Targets	731,614 kWh 970 kW 39,107 therms	2013 Preliminary Savings	44,973 kWh 8 kW 3,430 therms
2015 Budget Request	\$404,272	2015 Preliminary Savings	396,950 kWh 462 kW 22,282 therms



Small Commercial

- No-cost technical assistance, including energy assessment, start to finish project oversight, post-installation verification
- Bonus incentives provided for more comprehensive projects
- Jointly implemented between PG&E, MCE, and Local Government Partnerships



Small Commercial

2013 – 2014 Budget	\$1,380,817	2013 Expenditures	\$239,091
2013 – 2014 Targets	5,890,146 kWh 1,577 kW 561,475 therms	2013 Preliminary Savings	201,293 kWh 26 kW (807 therms)
2015 Budget Request	\$426,118	2015 Preliminary Targets	720,790 kWh 97 kW 8,295 therms



Single Family

- Behavioral program focuses on providing customers with “Home Utility Reports” to motivate energy reductions
- Web based calculation tools integrate tiered pricing and actual consumption data for smarter recommendations
- Cross-promotes existing MCE programs and other regional programs (i.e. BayREN Home Upgrade)

2013 – 2014 Program



Single Family

2013 – 2014 Budget	\$473,417	2013 Expenditures	\$223,114
2013 – 2014 Targets	4,424,286 kWh 5 kW 249,581 therms	2013 Preliminary Savings	TBD
2015 Budget Request	\$327,200	2015 Preliminary Savings	2,113,992 kWh

Multi-Family and Small Commercial Financing

- Payback on your PG&E electric bill
- Loan from River City Bank
- 5% Interest, 5-10 year terms, UCC-1 Fixture Filing
- Secured by credit enhancement (15% loan loss reserve)
- QUALIFICATIONS:
 - Projects must be recommended by MCE
 - Normal credit standards apply - subject to approval



Single Family Financing

- Payback on your PG&E electric bill
- Loan from First Community Bank
- 6.5% Interest, 5-10 year terms
- Secured by credit enhancement
 - Tiered loan loss reserve based on FICO:



FICO Score	Percent of Loss Covered
700+	5%
675-700	10%
640-674	15%

- QUALIFICATIONS:
 - Home Upgrade Projects; above code HVAC and DHW replacement

Financing Programs

2013 – 2014 Budget	\$1,300,000	2013 Expenditures	\$1,096,295
2013 – 2014 Targets	1,204,788 kWh 836 kW 52,072 therms	2013 Preliminary Savings	N/A
2015 Budget Request	\$150,000	2015 Preliminary Targets	TBD

- Note that the majority of the 2013 – 2014 ask was for credit enhancement; the 2015 ask is primarily for increased marketing budget

2015 Summary with Cost Effectiveness

Program	Budget	Targets	TRC / PAC
Multi-Family	\$404,272	396,950 kWh 462 kW 22,282 therms	1.08 / 2.45
Small Commercial	\$426,118	720,790 kWh 97 kW 8,295 therms	1.65 / 2.33
Single Family	\$327,470	2,193,991 kWh 272 kW 89,514 therms	1.63 / 1.63
Financing	\$150,000	N/A	TBD

- Numbers are preliminary
- No changes proposed to program design
- Financing program only deviation from 2013 – 2014 ask: emphasis on marketing and outreach funds instead of credit enhancement funds

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